



CERTIFICATE OF MAILING (37 CFR 1.8(A))

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231.

Date: 7/25/03

Patti Hespell  
Patti Hespell

PATENT  
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NUMBER 09/591,577	FILING DATE 09 JUN 2000	FIRST NAMED INVENTOR ELDERING	ATTY. DKT. NO. T702-03
TITLE PRIVACY PROTECTED ADVERTISING SYSTEM		ART UNIT 3622	EXAMINER Gravini, Stephen

Assistant Commissioner for Patents  
Washington, D.C. 20231

**Declaration**

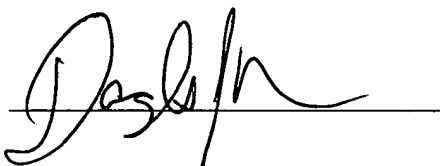
I, Douglas J. Ryder, as attorney named to prosecute this application and transact all business in the Patent and Trademark Office connected therewith, declare that the substitute specification being submitted herewith, does not include any new matter. Rather, the substitute specification has been amended to include material that was incorporated by reference in the original specification.

The changes to the specification are clearly indicated in the marked-up copy of the specification. Below is a brief synopsis of where the material now included in the specification that was originally incorporated by reference came from:

- Paragraphs 0072 – 0134 incorporate Page 7, line 15 - Page 16, line 29; Page 17, line 16 – Page 28, line 21 from US Patent Application 09/204,888 (filed on December 3, 1998);
- Paragraphs 0135 – 0196 incorporate Column 5, line 9 – Column 9, line 48; Column 10, line 1 - Column 14, line 21 from US Patent 6,216,129 (issued on April 12, 2001 and filed as US Patent Application 09/268,526 on March 12, 1999);
- Figs. 4-6 and 7-19 incorporate Figs. 1-3 and 5-17, respectively from US Patent Application 09/204,888; and

- Figs. 20-22 and 23-28 incorporate Figs. 1-3 and 5-10, respectively from US Patent 6,216,129.

Respectfully submitted,



Douglas J. Ryder, Esquire  
Reg. No. 43,073

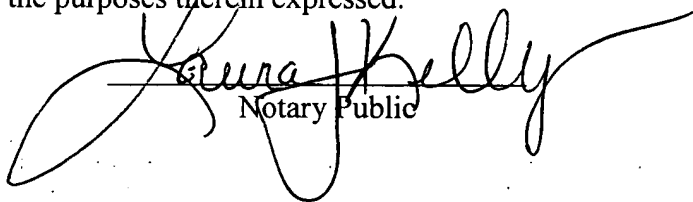
Date: 7/25/03

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State of  
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Before me this 25<sup>th</sup> day of July 2003, personally appeared the above named individual, to me known to be the person who is described in, and who executed the foregoing instrument and acknowledged to me that he/she executed the same of his/her own free will for the purposes therein expressed.

  
Notary Public

**Notarial Seal**  
Laura J. Kelly, Notary Public  
Doylestown Boro, Bucks County  
My Commission Expires Jan. 12, 2004  
Member, Pennsylvania Association of Notaries